

Workplan Logistics
Program Contact: Lori O'Connor ext. #3019

May 70¢ 2 Pack
Shipped to Retail
4/27/98

I. Selling/Execution Detail

Month: July

Promotion: Converting older WINSTON .70¢ promotions to a \$1.00 to match current July promotion

Promotion: N/A Pre-Sleeved: N/A

Item #: 545884

Segment: Any call that has remaining .70¢ off 2 pack promotional sleeves

SKU Quantity: 15 - \$1.00 off 2 pack buttons per sheet

Placement/MSA Reporting: N/A

Reporting Dates: N/A

Promotion Details: **1) Promotion Description:** Place the \$1.00 off 2 pack button directly over the .70¢ off 2 pack button on any leftover promotions from May.

2) Materials Description: 1 sheet contains 15 - \$1.00 off 2 pack buttons. Allocations were based on number of R/R, T/R, S/R in each region.

3) Recommended Displays: Place converted 2 pack sleeves units in the July \$1.00 off 2 packs display.

4) Special Instructions: Use WINSTON \$.30 off 1 pack discounting code for payment. Code is "WI .30 PR. RED."

II. Promotion Timing

Allocations Available: 5/18/98

Execution Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 5/18 (available for shipment 5/20/98)

First Delivery Date to Direct Accounts: N/A

VAP/Delivery Date to Retail Accounts: N/A

Last Delivery Date to Direct Accounts: N/A

Roll Remaining Allocations to National/Clean-Up: N/A

51861 2056

WINSTON
\$1.00 Off 2 Pack Buttons
Item #545684

51861 2057

	Region	# of Reps	SKUs	Offers
1100	Boston	98	400	6,000
1200	New York Metro	105	429	6,435
1300	Philadelphia	100	408	6,120
1600	Buffalo	81	331	4,965
1700	Pittsburgh	98	400	6,000
1800	Cincinnati	107	437	6,555
	Total NESA	589	2,405	36,075
2100	Winston-Salem	106	433	6,495
2200	Atlanta	102	417	6,255
2300	Florida	103	421	6,315
2600	Dallas	109	445	6,675
2900	Richmond	98	400	6,000
	Total SSA	518	2,116	31,740
5100	N. California	86	351	5,265
5400	S. California	92	376	5,640
5600	Seattle	87	355	5,325
5800	Houston	119	486	7,290
	Total WSA	384	1,568	23,520
6200	Chicago	90	367	5,505
6300	Minneapolis	83	339	5,085
6600	Denver	104	425	6,375
6700	Detroit	103	421	6,315
6900	St. Louis	88	359	5,385
	Total MWSA	468	1,911	28,665
	GRAND TOTAL	1,959	8,000	120,000

sgr030/ccd
 NEW: 5/8/98